

**MICHIGAN DEPARTMENT OF CIVIL SERVICE
JOB SPECIFICATION**

LOTTERY SPECIALIST

JOB DESCRIPTION

Employees in this job function as professional specialists, with the sole purpose of developing and supporting a multi-million dollar product and/or service line in a commercial/retail environment to maximize lottery revenues to supplement state public education, or as an administrative assistant to an administrator or executive. Positions in this class series typically require advanced knowledge and understanding of marketing disciplines, knowledge of promoting and advertising products in a competitive retail environment, and the ability to establish sales goals and objectives. Positions are (1) designated as specialists by the Appointing Authority; (2) accepted and classified by Civil Service; (3) require advanced knowledge in the field of work; (4) responsible for highly complex assignments; (5) the scope of responsibility is significant; and (6) the job function has considerable impact within the department. Typically, positions in this job do not supervise.

There are three classifications in this job.

Position Code Title – Lottery Specialist-2

Lottery Specialist 13

The employee functions as a second-level specialist or as an administrative assistant to an office director, division director, or equivalent-level administrator.

Position Code Title – Lottery Specialist-3

Lottery Specialist 14

The employee functions as a third-level specialist or as an administrative assistant to a bureau director or equivalent-level executive.

Position Code Title – Lottery Specialist-4

Lottery Specialist 15

The employee functions as a fourth-level specialist or as an administrative assistant to an executive.

First-level specialists are classified at the advanced level of the Lottery District Sales Representative job.

JOB CONCEPTS

Specialist jobs are evaluated by the appointing authority using the ECP Group Two Professional Specialist Position Evaluation Worksheet to recommend the appropriate classification level. Civil Service reviews the factors for job complexity, the scope of the

LOTTERY SPECIALIST

PAGE NO. 2

program or specialty, and the impact of the job functions to determine the classification level. There are two types of specialist jobs:

Program Specialist: The predominant and essential function of the job is its assigned responsibility for an accepted program that is statewide, department-wide, agency-wide, or the equivalent scope. Such jobs are responsible for highly complex assignments that have considerable impact and are one-of-a-kind within the organization.

Staff Specialist: The predominant and essential function of the job is to serve as an expert in a particular specialty area or professional discipline that is statewide, department-wide, agency-wide, or the equivalent in scope. Such positions are responsible for highly complex assignments that have considerable impact and are one-of-a-kind within the organization.

Administrative Assistant jobs predominately and essentially function to advise and assist an administrator or executive in all areas for which the official is responsible. The positions report directly to the official in a staff capacity and are typically involved in budget development, program planning, policy and procedures development, representing the official at meetings, and are otherwise assisting in all areas of the official's responsibilities.

JOB DUTIES

NOTE: The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

Administrative Assistant

Advises and assists the official in all areas of responsibility.

Completes special projects as assigned by the official.

Assists in program planning, policy, and procedural development.

Participates in budget development.

Represents the official at meetings.

Specialist

Formulates policy and establishes, implements, and maintains programs to promote the sale of lottery products.

LOTTERY SPECIALIST

PAGE NO. 3

Develops and implements marketing programs to promote sales for On-line and Instant Games.

Develops incentive programs to promote sales in Corporate Key Accounts.

Develops and implement terminal allocation plan.

Manages advertising and promotional activities.

Initiates and implements programs in specialized area.

Conducts marketing research and analysis for game concepts, viability, and design changes.

Evaluates the effectiveness of advertising placement on sales, both overall and geographically.

Explores special jackpot prizes and promotions that would benefit overall net revenue.

Conducts focus group sessions to test potential game designs and graphics.

Plans and develops advertising or other promotional materials.

Oversees printing production schedules, ticket colors, and graphic format.

Directs the development of lottery advertising campaigns involving radio, television, newspaper, and point-of-purchase for use at retailer locations.

Reviews methods to increase on-line sales.

Reviews methods to increase instant game sales.

Studies and analyzes game activities in other state lotteries.

Designs formal training programs to improve skills of marketing staff.

Designs specific performance standards for sale promotions in corporate key accounts.

Manages the research, development, and evaluation of advertising proposals.

Develops alternative strategies for programs based on analysis and research in an assigned specialty area.

Conducts special studies and reports.

Maintains records, and prepares reports and correspondence related to the work.

LOTTERY SPECIALIST

PAGE NO. 4

Acts as a liaison with other agencies, organizations, and employees to coordinate promotional programs.

Recommends criteria, standards, and guidelines to assess program success.

Interprets existing and proposed laws, policies, and procedures as they relate to a program area. Consults with state, local, and federal government as well as other interested parties in this regard.

Assesses the economic, political, operational, and organizational implications of existing and proposed policies and program decisions.

JOB QUALIFICATIONS

Knowledge, Skills, and Abilities

NOTE: The degree of knowledge required is a function of job complexity, program or specialty scope, and impact that increases with the level of the position.

Administrative Assistant

Knowledge of the principles and techniques of administrative management; including, organization, planning, staffing, training, budgeting and reporting.

Knowledge of fiscal planning, budgeting, and management.

Specialist

Knowledge of the operational and technical problems involved in the administration of a specialized program.

Knowledge of the assigned program specialty.

Administrative Assistant and Specialist

Knowledge of methods of planning, developing, and administering programs.

Knowledge of state and federal laws and legislative processes related to the work.

Knowledge of the need, preparation, and use of reports.

Ability to plan, direct, and coordinate program and administrative activities of a complex, interrelated, and interdependent nature where unknowns and numerous contingency factors are involved.

Ability to formulate policies and procedures relevant to program areas based on information of a conceptual nature from varied and complex sources.

LOTTERY SPECIALIST

PAGE NO. 5

Ability to plan, coordinate, and expedite work projects.

Ability to interpret complex rules and regulations.

Ability to communicate with others verbally and in writing.

Working Conditions

Some jobs require an employee to travel.

Physical Requirements

None.

Education

Possession of a bachelor's degree in business administration with a major in sales, marketing, advertising, or related field.

Experience

Four years of experience in the design, development, promotion, advertising or sales of a multi-million dollar product or service line in a commercial/retail environment, including two years of experience equivalent to a Lottery District Sales Representative P11.

OR

One year of experience equivalent to the Lottery District Sales Representative 12.

Special Requirements, Licenses, and Certifications

Possession of a valid driver license.

NOTE: Equivalent combinations of education and experience that provide the required knowledge, skills, and abilities will be evaluated on an individual basis.

JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION

Job Code

LOTSPL

Job Code Description

LOTTERY SPECIALIST

Position Title

Lottery Specialist-2

Lottery Specialist-3

Lottery Specialist-4

Position Code

LOTSPL2

LOTSPL3

LOTSPL4

Pay Schedule

NERE-182

NERE-186

NERE-188

LOTTERY SPECIALIST

PAGE NO. 6

ECP Group 2
Revised 5/22/02
PAP/Team Leaders